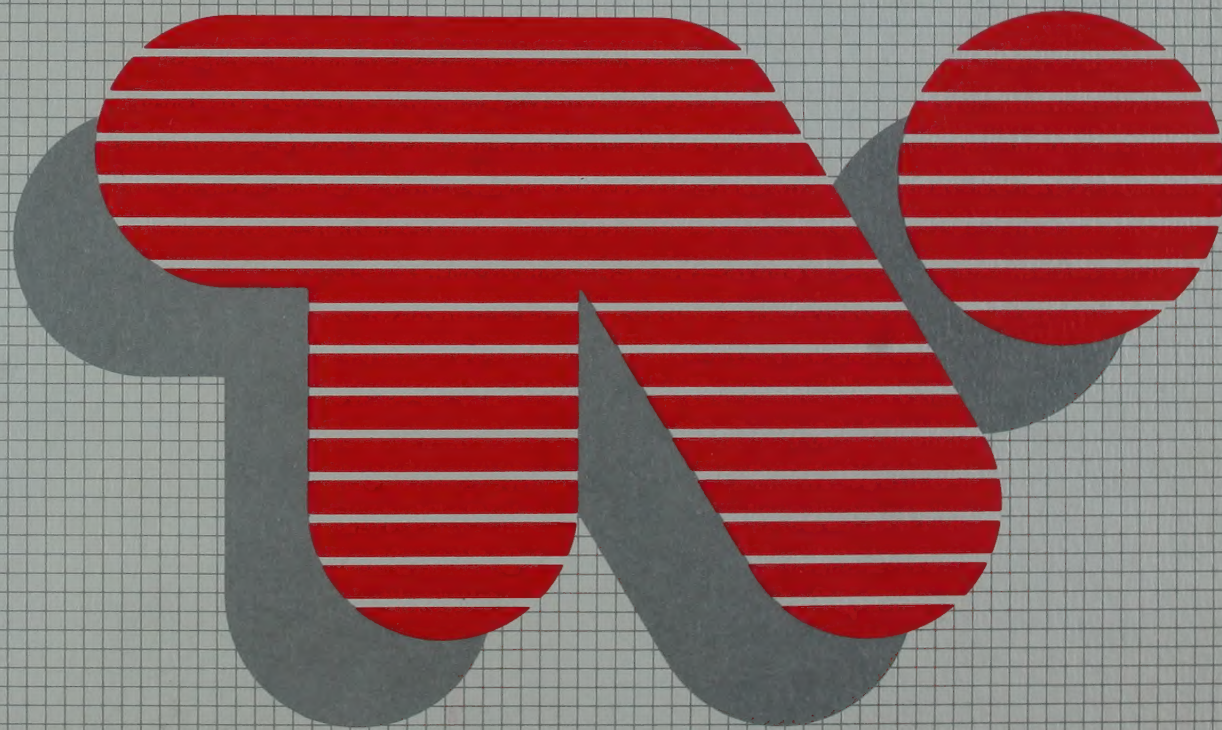


POLAR
PAM
5010

POLARPAM

TVOntario

An Investment You Can See

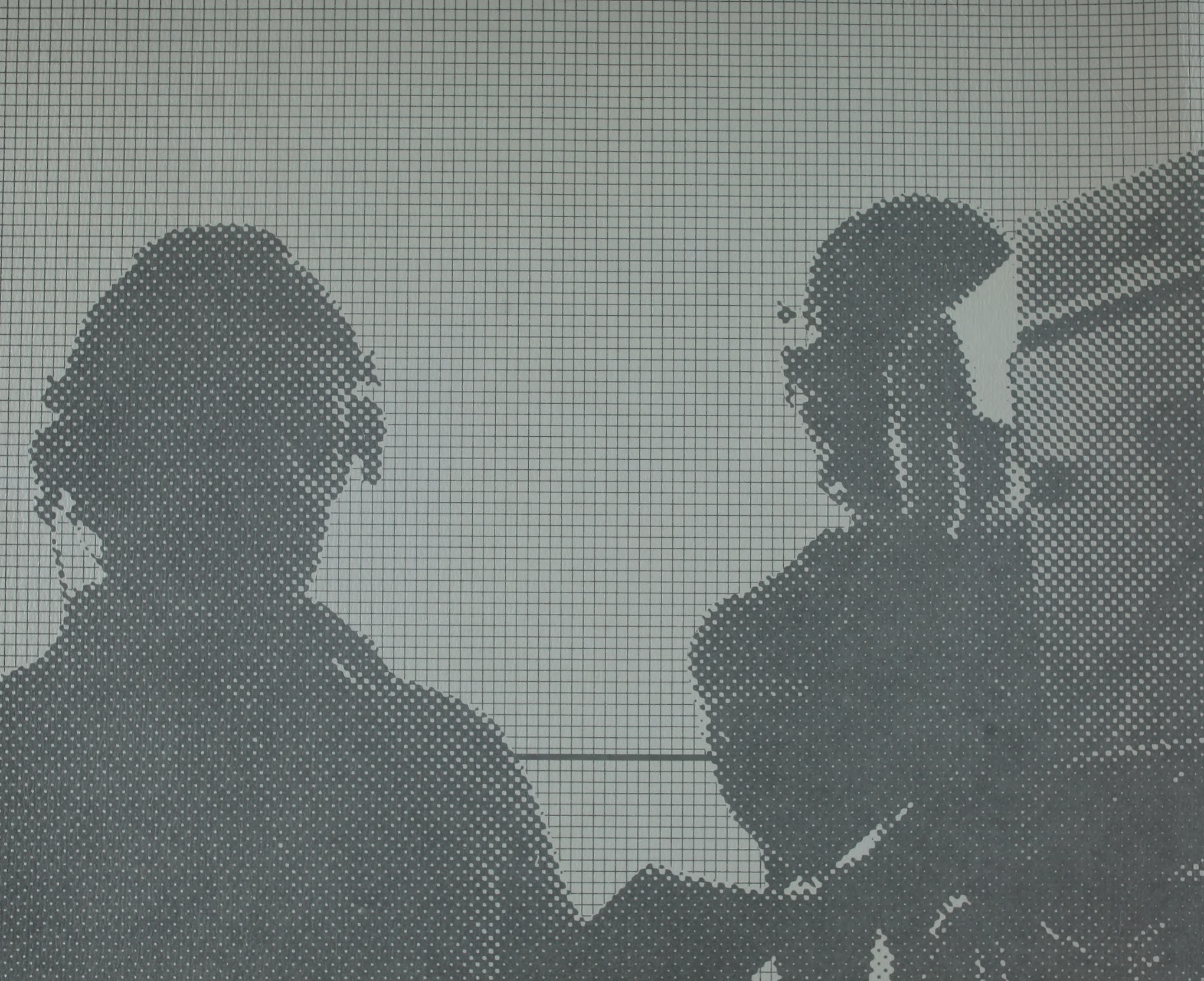


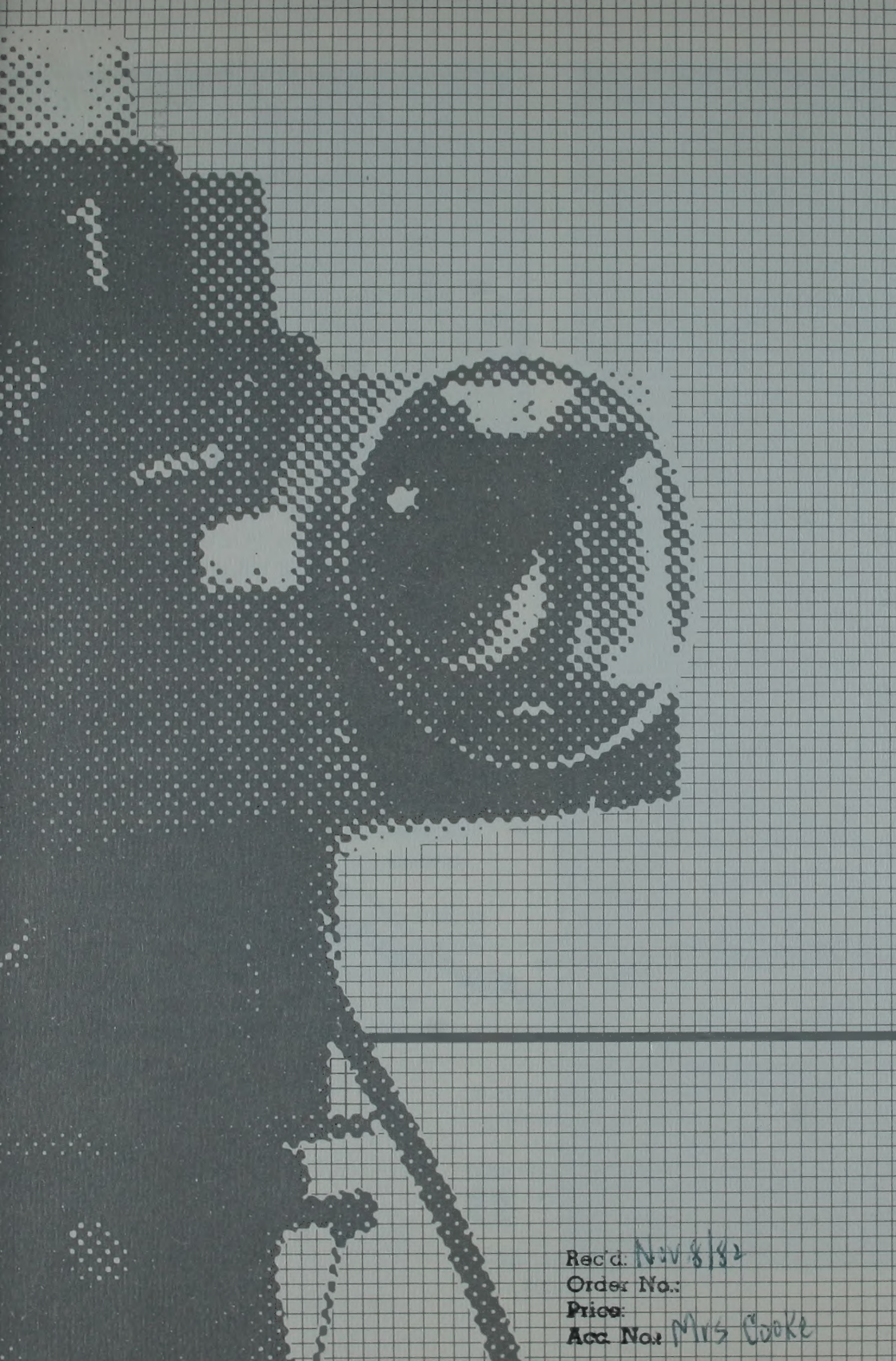
Room 436
930

Pam: 654.197: (*41)

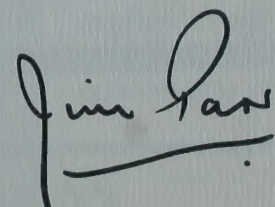
TVO

Pam: 654.197:
(*41)
TVO





If TVOntario
is to continue
to lead in
educational television,
we must turn to
the private sector for
financial help.
We are convinced
that such a partnership
will benefit us all —
the underwriter,
TVOntario, and,
most important of all,
the people
we both serve.



Jim Parr
Chairman and CEO
TVOntario

Rec'd: Nov 8/82

Order No.:

Price:

Acc. No. Mrs. Cooke

48822 BOREAL INSTITUTE
LIBRARY

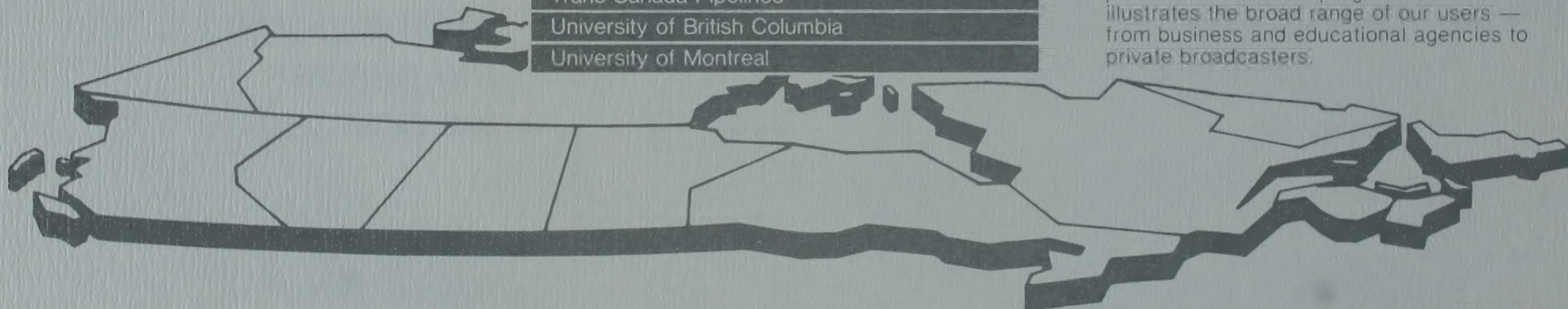


Four million viewers in North America enjoy learning French with *Parlez-moi*.

ACCESS Alberta
 Alberta Power Ltd.
 Atomic Energy Commission
 B.C. Telephone
 CableCom Corporation
 Canadian Internal Development Agency
 CBC Northern Television Services
 CBMT-Montreal
 CITY TV, Channel 79
 CKND-TV Winnipeg
 Crown Investment Corporation
 Dalhousie University
 Esso Resources Canada Ltd.
 General Motors of Canada
 John Howard Society
 Legal Services Society of B.C.
 Manitoba Telephone System
 National Research Council
 Native Counselling Services of Alberta
 N.B. Forest Extension Service
 Northern Telecom Ltd.
 Procter and Gamble Inc.
 Radio Québec
 SaskMedia
 Southern Alberta Institute of Technology
 Trans-Canada Pipelines
 University of British Columbia
 University of Montreal



The nature and science series *Vista*, with host Stanley Burke, draws an average of 110,700 viewers in Ontario alone.



This partial list of Canadian clients who have purchased TVOntario programs and series illustrates the broad range of our users — from business and educational agencies to private broadcasters.

“ TVOntario is the most highly regarded educational television network in the world, known by the programs it offers. To ensure that TVO's unique and special programming will continue and flourish, it needs the support of us all. I encourage Canadian business to offer TVOntario the same kind of financial assistance as is provided by corporate underwriters of public television in the United States. **”**

William G. Davis, QC
 Premier of Ontario

TVOntario Is Good Business for You

TVOntario is a unique public medium

In a little over a decade, TVOntario has become a mainstream force affecting millions of viewers. At a time when many people are looking for alternatives to commercial television, TVOntario is perceived as an important source of high-quality information and entertainment.

- TVO provides formal and informal learning opportunities in the arts, the sciences, and public affairs.
- TVO produces specialized programming that deals with issues of social concern.
- TVO offers a broad range of Canadian and international documentaries and performances.
- TVO designs programs and services to meet the needs of particular audience groups, from preschool children to seniors, from classrooms to boardrooms.
- TVO broadcasts regularly in English and French.

Consider an underwriting investment in TVOntario. Why? Quite simply, it's good business to become a partner in educational television. And TVOntario is Canada's leader in educational telecommunications.

*“The **objective** of business is to make money. The **function** of business is to provide goods and services that society wants and to do so at a competitive price. And finally, the **responsibility** of business is to enhance that society in which it operates.”*

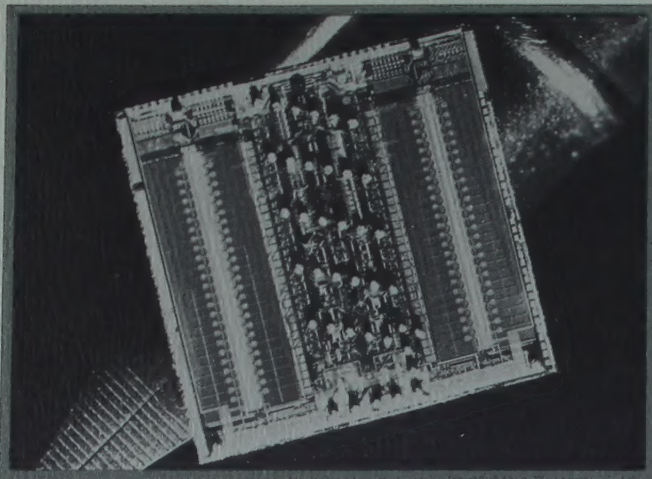
W.J. Young
Senior Vice-President
and Director
Imperial Oil Limited

Our audience counts on your investment

In response to tough economic times, TVOntario has tightened its belt. We've shifted to a marketing mode and increased program sales substantially. We've developed active partnerships with private corporations. Companies, large and small, regional and national, have underwritten various projects and events.

We're running hard but we can't keep up. Inflation and the cost of meeting the variety of needs of our ever-larger audience are widening the gap between our operating expenses and our revenues.

We know we can count on your financial support. It will ensure our very special audience the continuation of TVOntario's outstanding programming and services.



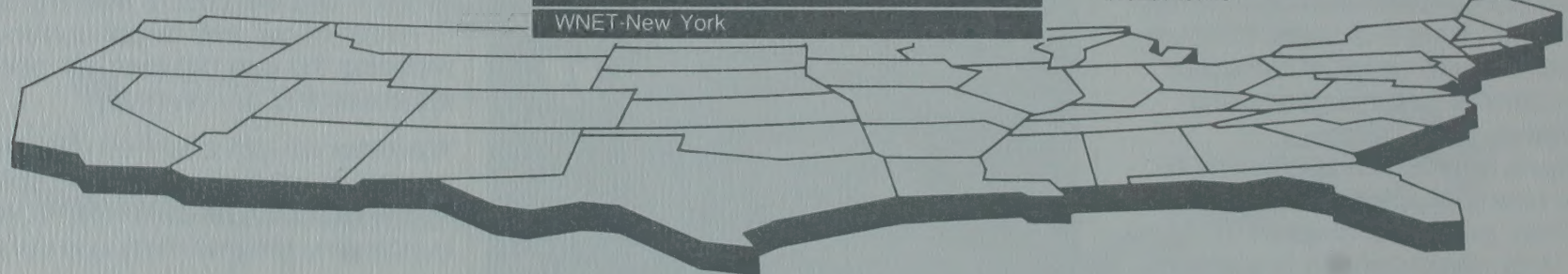
Fast Forward, considered one of the finest series on new technologies, is the first Canadian series purchased by New York's Museum of Broadcasting. Forty-eight PBS stations in the U.S. have aired *Fast Forward*, whose estimated North American audience in 1981 was 5 million.

- Applied Business, Omaha
- American Telephone and Telegraph Company
- Atlantic Richfield
- Baylor University
- Bell Center for Technology Education
- California State University
- Children's Hospital of Los Angeles
- Digital Equipment Corporation
- Florida State Department of Education
- Foote, Cone & Belding
- General Electric Company
- GTE Data Services Inc.
- Honeywell DSD Inc.
- Iowa Public Broadcasting Network
- John Deere and Company (U.S.A.)
- Johns Hopkins University
- KQED-San Francisco
- KUHT-Houston
- Lockheed Missiles & Space Co.
- Louisiana Educational Television Network
- Maryland Center for Public Broadcasting
- Purdue University
- San Diego Department of Education
- Satellite Business Systems
- Standard Oil Company
- University of Illinois
- WNED-Buffalo
- WNET-New York



About 10 million children in North America are learning to read with *Readalong*, an award-winning TVOntario production.

This partial list of U.S. clients who have purchased TVOntario programs and series illustrates the broad range of our users — from business and educational agencies to broadcasters.



“ *TVO is fulfilling a very important role in providing information to the educational sector. At the same time it provides the broader public with an opportunity to see programming that might not otherwise be available.* **”**

Dennis Heeney
Director, Public Relations
Honeywell Limited

You and TVOntario's Special Audience

Your partnership with TVOntario links you to viewers who are actively involved in their communities, are likely to be opinion leaders, and tend to be in the middle to upper-middle reaches of the social hierarchy defined by education, income, and occupation.

- One out of three Ontario households tunes in to TVOntario every week.
- TVO programs are used in over 90 percent of English-language and French-language elementary and secondary schools in Ontario.
- In Ontario, 50 percent of instructors in community colleges and 21 percent of university instructors use TVO programs.
- In its first year of broadcast, *The Parents' Academy* drew an audience of 40,000 parents and professionals who work with children.
- Viewers purchased 20,000 copies of the TVO print package that accompanied the first showing of National Geographic's *Bushmen of the Kalahari*.
- Beyond Ontario borders, TVO reaches an impressive number of viewers across Canada and the United States (see pages 2, 4).
- Thirty-four percent of ACCESS Alberta's weekly schedule in 1981 was made up of TVO programs.

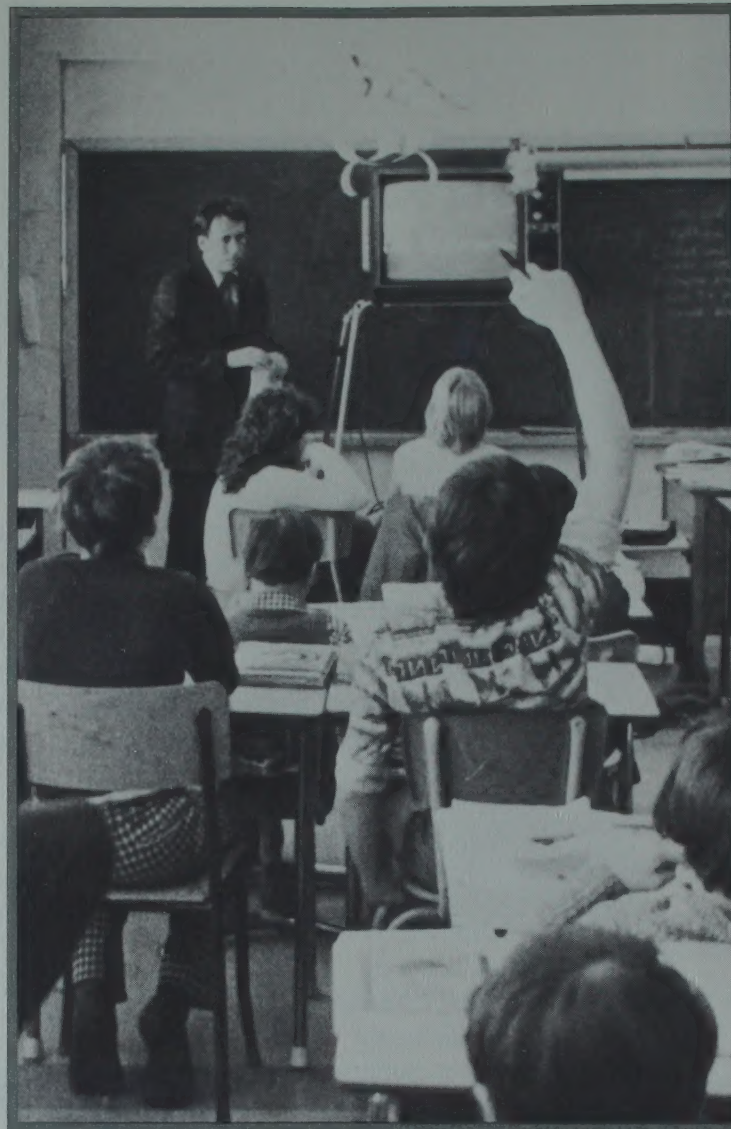
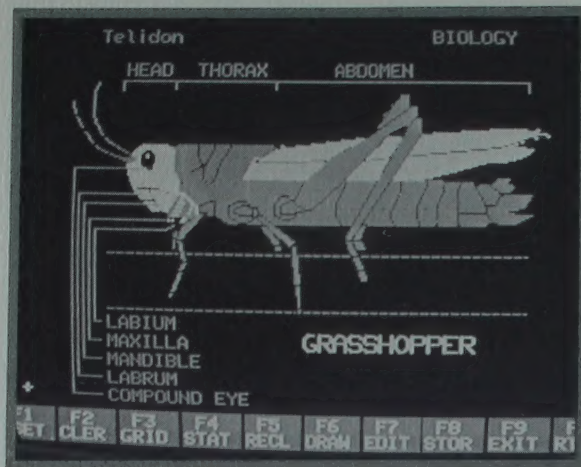
Your gift to this audience

Viewers tell us our programs encourage them to explore further and become involved. They often express a desire for more programs and publications on a favorite topic. Your investment will provide the television experience they want. They are a selective, loyal audience, choosing to:

- explore the world through *National Geographic* and *Vista* documentaries
- share in their youngsters' laughter at the escapades of *Jeremy* and *La petite Lulu*
- thrill to the *Metropolitan Opera* series and Shakespeare's plays
- understand the concerns of special people on *A Different Understanding*
- marvel at great masterpieces on IBM's *Picasso*
- enjoy top films on *Saturday Night at the Movies* and *Télé-cinéma*
- discuss social issues with experts by phoning in to *Speaking Out*
- tackle household headaches on *The Half-a-Handy Hour*

You bring the classroom into the home

Lean back and learn. That's the purpose of our academies and telecourses. Academies offer personal feedback through a computer-managed learning system. Telecourses make it possible to gain accreditation from a participating university. All this in the comfort of home.



“Radio Québec is proud and honored to salute TVOntario, with which we have collaborated in the development of educational broadcasting in Canada. Since its inception, TVOntario has devoted itself to the needs of its audience, and has constantly demonstrated its awareness of our changing society by its innovative and culturally rich programming. TVO has been an inspiration to all who are concerned with educational broadcasting.”

Gérard Barbin
President and General Director
Radio Québec

You and TVOntario: an Investment in the Public

When you underwrite a TVOntario project, your company will play an active role by investing in the youth of the community, improving the standards of education, and providing social enrichment.

The community at large

Today's society demands more — socially and intellectually — from television and from business. You, with TVOntario, will:

- broaden viewers' learning experiences with publications produced by TVO
- invite participation in public and professional workshops offered by TVO throughout Ontario
- organize community projects on critical viewing of television sponsored regularly by TVO
- develop specialized programs for community groups and agencies
- ensure the distribution of TVO videotapes to community libraries and family learning centres

The youth of the community

You have an effective opportunity to reach youth through:

- a unique videotape distribution system that provides schools with TVO programs and publications
- the television resource teacher system (TRT) whereby volunteer teachers promote the use of television in the classroom
- daily broadcasts for school use on our network — over five hours daily are scheduled during the school year
- prime-time projects for repeat broadcast during the school schedule — Imperial Oil's *The Newcomers* was rebroadcast in French and English for secondary students
- specific publications for students to help them in their studies — the *Good Work* guide describes the career options presented in the series
- especially designed telecourses for college and university students

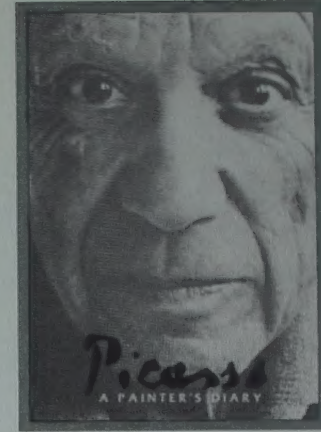
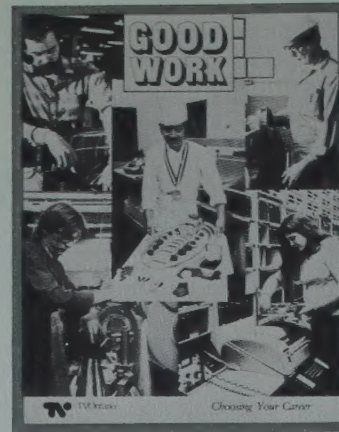
Reaching out to special people

TVOntario has been applauded for productions that focus on the needs of disabled people, exceptional children, and immigrant families, among others. These people are an integral part of the community and your support of them will be applauded too.

A hand in the future

Join us in our efforts to adapt technology to public education. TVOntario was:

- the first North American broadcaster to experiment with direct-broadcast satellite, transmitting its signal to northern and isolated communities
- the first television network in the world to participate in an operational field trial of both broadcast and interactive Telidon, the Canadian-made videotex system



A cross-section of series and publications funded or partially funded by Canadian corporations and foundations.

Below:
TVOntario Chairman Jim Parr
honors representatives from two
of the underwriters of *North
of 60°*, a series about Canada's
north.



“ What TVO has captured with the Good Work print component is the element of excitement attached to every job. The print and television combination is a lovely balance of the two kinds of information the youngster has to have to make anything like a realistic choice in a career. ”

Elizabeth McTavish

Director

Counselling Foundation of Canada

TVOntario: an Investment You Can See

TVOntario is truly an investment you can see. Although TVOntario airs no commercials, a media plan can be created by TVOntario in partnership with you or your company's agency.

On-air acknowledgment

Your company receives on-air acknowledgment, including visual identification, with each program. We also create videotaped program promotions for broadcast on our network.

Advertising and promotion

TVOntario can create a campaign or work closely with your agency on targeted multi-media advertising. Together we can create and distribute promotional mailings.

Press coverage

A press campaign is developed for every major underwritten program or series. TVOntario distributes press kits to key newspapers and special-interest magazines, previews programs for the press, and arranges interviews with producers, performers, and representatives from your company.

Marketing promotions

TVOntario videotapes and publications are used repeatedly in schools, libraries, and organizations in Ontario, across Canada, and in the U.S. We also distribute programming packages to cable systems and are studying the home market for videocassettes and videodiscs. Your credits are multiplied each time a TVOntario product is purchased by any of these users.

Community projects

Whether it's a conference, meeting, or workshop, TVOntario plays a key role in showing how television can be a learning medium. We hand out literature and screen programs at these events, bringing the

message of your corporate support. Your company's representative can participate actively in these community forums.

Publications

TVOntario also produces viewer guides, student workbooks, children's records, parents' handbooks, and professionals' resource books. These materials add another dimension to TVOntario programs and your corporate contribution.

Membership campaign

TVOntario has embarked on a public-membership appeal, and that means promotion for your company during on-air campaigns and follow-up activities. It's a first in Canadian television. Your company will be identified as a TVO supporter. If you've never participated in an underwriting venture with TVO, now is the ideal time.



TVOntario programs have won more than 140 international awards in the past 10 years.

“ IBM Canada Ltd. was very pleased to present Picasso: A Painter's Diary on TVOntario. This award-winning documentary was the first TVOntario program to be underwritten by a corporation. We believe it was a fine example of how companies and educational television can work together to bring excellent programming to the public. **”**

William N. Palm
Vice-President, Operations Staff
IBM Canada Ltd.

TVOntario's Investment Partners

Project funding

Canadian Pacific Limited
Counselling Foundation of Canada
Dome Petroleum Limited
Honeywell Limited
Hospital for Sick Children Foundation
IBM Canada Ltd.
Imperial Oil Ltd.
Melville Shipping Ltd.
NOVA, an Alberta Corporation
Petro-Canada
Shell Canada Limited

Contributions

Ampex Canada Inc.
Bank of Montreal
Canadian Tire Corporation Limited
Film House Group
Griffin Sproston Inc.
Guildwood Hall Foundation
Kert Advertising Limited
Loblaws
Malabar Limited
Montreal Trust Company
Southam Printing Limited
Telford and Craddock Co. Limited
Witco Chemical Canada Limited

Become a partner

There are many ways in which you can join the growing list of TVOntario partners. You can:

- help fund production of an entire series or a single program
- underwrite the cost of acquiring special programs or producing print support documents
- contribute goods, services, or equipment
- support a community event

TVOntario as an educational institution carries with it a tax exemption. It's your choice to make your contribution a social investment or a business expense. Either way, it represents deductible good will.

TVOntario — truly an investment you can see.

Goods and services

Air Canada
Air Inuit Ltd.
Dome Petroleum Limited
Globe and Mail
Ikea Limited
Imperial Oil Ltd.
McDonald's Restaurants of
Canada Limited
Nordair Ltd.
Northwest Territorial Airways Ltd.
Okanagan Helicopters
Ontario Hydro
Ontario Science Centre
Panarctic Oils Ltd.
Royal Ontario Museum
Simpsons Limited
Strathcona Mineral Services Limited
Texaco
Union Carbide

Entertainment

Toronto Star
Tuesday, May 12, 1981
Section F, pages F1-F8

TVOntario has eye for kid's problems

December 23, 1981
CANADIAN PRESS CLIPPING SERVICE

The Entertainers

An alternative to 'there's nothing on TV'

By Chris MacLachlan

Life is filled with alternatives. You know the old saying - you always have a choice. A choice is

matter of decision. You can watch the regular network programming Canadian or American you can turn the television off or you can

to choose from." Now don't get me wrong. I'm not preach-

known art critic Robert In TV Hughes presented his words...

Record TV sales

With the sale to 48 public broadcasting services in the United States of its film about the microelectronic revolution, Fast Forward 2, TVOntario has achieved the largest single sale of a television series in its 10-year history.

TVOntario offers sensitive alternative

It's a night of revelations on TVOntario. Counter programming is firmly in force, what with the NHL All-Star game drawing



JIM BAWDEN
Prime Time

TV Ontario And Children Are Made For Each Other

Sesame Street, the fabled children's show with colorful characters, is loved by parents and children alike (Monday to Friday at 5 p.m. EDT, Saturday at 4:30 p.m. EDT).

style for as host concert day at High choral Ontario (Sundays 7-8 p.m. EDT).

TVOntario has 'highest quality'

Steele, president of What should happen dissolution of the CE amalgamation of all national broadcast

The Post, Burlington, Ont.
January 7, 1981
CANADIAN PRESS CLIPPING SERVICE

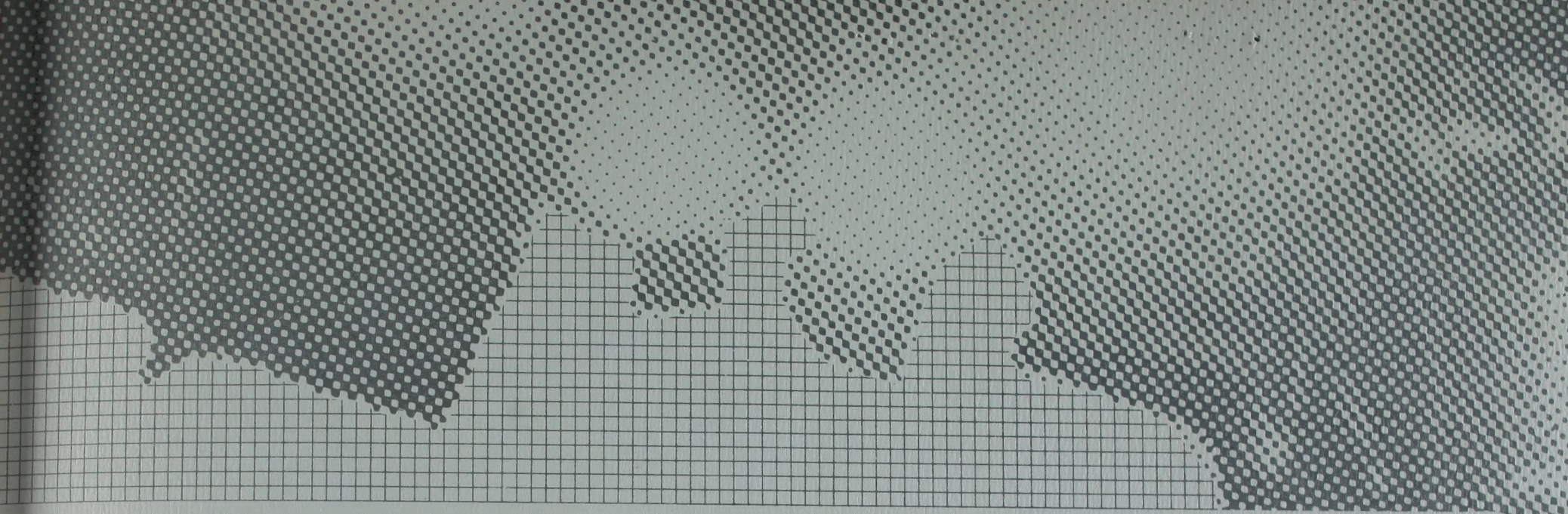
TVOntario sweeps awards

Three gold, one silver, and five bronze awards in the 1980 Canadian Film and Television Awards ceremony. TVOntario's Best of the Best award was won by the short film "The Last of the Mohicans" directed by David Cherniack.

ten-van-con-t beffer-the span. lect look two llins cap-e to leaf- To eth. bloom in the field; a doll maker who uses lacquered paper to fashion creations that seem to spring to life; a pottery maker using methods of hundreds of years ago. It's as if time had stood still. That's all the message this special contains, but it's enough of one. Alone among countries, Japan counts artists as living treasures. Shouldn't Canada be attempting something similar? At 10.30 comes the neglected People Patterns, a series produced with care on a shoestring by veteran Joan Reed. Her mandate is to and

“TVOntario, the educational network that really does educate, has a dandy lineup. . . particularly for folks seeking an alternative to the commercial fare that is often more light than bright.”

Jerry Gladman
Toronto Sun



“ TVOntario offers the serious viewer a balanced blend of mature programming. The absence of commercial intrusion provides the viewer with an opportunity to become immersed in the program subject matter — entertainment, educational, or informational. It has become preferred viewing in our household. **”**

Peter Brophey

Vice-President, Corporate Affairs, Xerox
Chairman, Institute of Donations and
Public Affairs Research

“ I'm constantly impressed with the wide diversity of programs available on TVO, including children's and French-language programs, unusual movies, and dramatic theatre. It's satisfying to know that corporate funding will assure the continuation of programs such as Readalong and Polka Dot Door. TVO's children's fare is especially popular at our home. **”**

Mike Kennerley

Director of Media and
Commercial Production
General Foods Inc.

“ Canadian Pacific is underwriting Visions, a series on Canadian art and artists, as its centennial contribution to Canada's cultural heritage. We believe the Visions programs can help build a greater appreciation of Canadian achievement, particularly among young Canadians. TVOntario has an excellent record as a producer and broadcaster of quality programming and we are pleased to be participating with the organization in this promising venture. **”**

F.S. Burbidge

Chairman and Chief Executive Officer
Canadian Pacific

“ TVO contributes to a closer harmony among provinces through the program exchange with Alberta, Quebec, and Saskatchewan. It makes a good contribution to Canadian unity and makes people realize that the educational needs of other provinces are the same. **”**

Jean-Louis Major

Vice-President and General Manager
Amplex Canada Ltd.

“ TVOntario was the first broadcaster to pick up on our efforts to get the broadcasting and cable industries to work together. We successfully ran a rebroadcast channel (TVO 2) for TVO's high-quality material on our system. We are also involved in a unique programming arrangement — Galaxie. It combines the best of children's programming expertise with the best technical and marketing expertise to serve a specific audience. **”**

Ted Rogers

Chief Executive Officer
Rogers Cablesystems Inc.

“ Hand in Hand, the TVO project we funded, indicates that TVO has the ability, people, and resources to go into the community, follow up on public education, and do a good job with it. TVO is able to reach more people that could benefit from such health programming in a way we might not have been able to otherwise. It shows what can be achieved in public education through the combination of TV and related workshops. **”**

Claus Wirsig

President
Hospital for Sick Children Foundation

University of Alberta Library



0 1620 0337 1422



TVOntario

2180 Yonge Street Box 200, Station Q
Toronto, Ontario Toronto, Ontario
Telex 06-23547 Canada M4T 2T1